

## OABA Board of Directors Meeting - Agenda

December 20, 2011

Time:

Roll Call:

Present: Nora, Rick, Lori, Kevin, Bill, Earl, Chris,

Absent (Excused): Joe Osborn

Absent (Non-Excused):

2. Minutes – Preliminary Nov minutes will be distributed after this meeting for approval

3. Officers Report

Treasurers Report

\$19,172.84 Checking

\$100,756.98 MMF

\$119,929.82 Total

- AlpacaFest Updates:

With all payments made, except to Kathy Klay, we had a \$2,995.54 loss for 2011 (still need to receive some herdsire auction payments)

Vice Presidents Report - nothing

Officers Reports - nothing

Unfinished business

### **A. AlpacaFest 2012**

1. Update –

- a. Nora – has been asked by Joe to oversee the discussions with Indiana & Kentucky affiliates vis-a-vis co-sponsoring a fall show in lieu of each affiliate solely sponsoring their own shows. She will be having a meeting this Thursday with them to discuss details.
- b. According to Kevin, Springfield waived vendors fees at Champions' Center if we want to go back there.
- c. Nora will bring up walking fleece suggestion for the show.
- d. Nora will brief board on outcome of the meeting.

2. Venue Preference roll call:

- a. Nora – Springfield is less expensive & Cols more expensive but leaning towards Cols due to better market, display stalls, membership preference
- b. Lori – no preference, thinks Champions would work better for other affiliates
- c. Rick – Springfield
- d. Kevin – abstain
- e. Earl – prefers Cols, wants to drive public traffic into show, & advertising market is better there.

- f. Chris – lean towards Cols due to better chance of drawing people for vendors and potential animal buyers
- g. Bill – Cols for same reasons mentioned by Earl & Chris, plus believe going back to Cols will draw more sponsors back to the show.

Discussion:

Kevin said that Springfield is lighting the arena better this year. He also mentioned that we need to be conscious of conflicts with other events, such as the Peruvian Classic (Oct 12-13-14), Magical Farm Auction (Oct 5/6/7), Michigan show (Oct 20/21) & National Alpaca Farm Days (last weekend in Sept).

If we're at Champions – dates would be Oct 27/28.

If we're at Cols date would be 2<sup>nd</sup> weekend in Nov.

National Champions Show will either be Sept. 28-30<sup>th</sup> or Oct 27/28, depending upon when AlpacaFest will be.

The Ohio State Fairgrounds Expo Center wants a down payment by Feb 3<sup>rd</sup>, if we're going back to there.

**B. Elections** – Bill informed the board that the cutoff for postmarked return ballots is Dec. 30<sup>th</sup>. Votes will be counted first week of Jan. 2012. He will then notify membership of results via an e-mail blast and post it on the website. New board will need to forward photos and bios to Laurel for publication in the magazine and on the website.

## 2. New Business

### A. Ohio Alpaca Life Magazine

- Need to establish publishing dates for 2012 – need 2 months lead for articles/ads so Laurel can pull it all together in time.

**Goals:**

- To have Spring issue in hand by 1<sup>st</sup> week of April we need to work 2 mos. back on schedule for deadlines (articles/ads). This would mean Feb 1<sup>st</sup>, 2012 deadline for ads and articles

Important dates to bear in mind for spring issue - Buckeye show is May 5/6, Nat'ls – April 26/27<sup>th</sup> in Louisville. Also need to decide on schedule for quarterly members' meetings. Really need to heavily promote this as a herdsire issue for advertising!

- To have Fall issue in hand by 1<sup>st</sup> week in Sept for AlpacaFest & National alpaca farm days

Bill will contact Laurel to discuss the above points.

B. In-person Board Planning Session

- a. Have early in the year for strategic planning

C. Vet Conference sponsorship from OABA – Jeff Lakritz

1. Monetary Request – 2010: \$5000

Board discussed the rationale for doing this and involved Rick with financial advice input: This event raises OABA's profile with OSU/ICI and provides a great educational opportunity for the membership.

Motion: Nora moved to approve \$5,000 funding

Vote: unanimously approved

Per Earl's earlier suggestion at a previous board meeting, we need to move on increasing our PR presence at the event. Nora will discuss this with Jeff when she lets him know of our approval.

D. Committee Updates and Goals for 2012

1. Fiber (Kevin)

Expand and split the store to North & South subgroups to better handle the different geographic locations of venues/events.

2. Education (Lori)

3. Government & Livestock Standards (Rick)) - nothing

4. Long Range Planning (Joe) – not present

5. Magazine (Bill) – need to have board decide on quarterly member meeting dates to have it included in April issue of OAL.

6. Website (Bill)

Earl gave us a link - [www.ohiosheep.org](http://www.ohiosheep.org) – in order to get ideas from this site for our website.

7. Show (Joe) – not present, see above discussion.

8. Marketing (Earl)

- a. Video for 2012 AlpacaFest,

Earl suggested that Laura Lee could use the current one as a basis and then update the chyrons and voiceover. Earl will send current video to board members for review and input.

9. Membership (Lori)

- a. Constant Contact update – needs to be done
- b. Excel sheet to have a calling campaign

10. Election Committee (Bill)

He will discuss with Laurel the new board photos/bios, send an e-mail to her with results from this election.

He will give Board election schedule for 2012 election, to ensure that we can announce results at 2012 AlpacaFest.

E. Additional Topics.

Nora raised the point that we need to sponsor more events to help increase membership.

Lori suggested having a meeting at a mill.

Kevin offered OABA a booth at the Huron show & Nat'l Champions show

Bill will contact Neil to discuss his future plans.

Next meeting will be Jan 18<sup>th</sup>.

Meeting adjourned at 8:30pm